

Joboffer dated from 09/23/2020

(Senior) Market Research Analyst (m/f/d)

Field: Productmanagement /
Producing
Type of employment: Full-time
Entry date: immediately
Zip Code / Place: Hamburg
Country: Germany

Company data

Company: **Bigpoint GmbH**
Street address: Drehbahn 47-48
Zip Code / Place: 20354 Hamburg



Contact Person

Name: Elfriliana Bachri
Position: Recruiter
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Job description

Reference Number: 5170

Bigpoint's Business intelligence team is playing a key role in the organization and has the purpose to help understand the products, audiences, and the markets we are operating in. This team empowers all Bigpoint employees to have fast access to all customer and infrastructure data that they need to support all enterprise actions and to make the best decision possible. The team consists of Product Management, Data Analysis, Market and User Research functions. Together everybody in the team is striving to provide data driven support on products and business operations.

Market Research Analyst plays a critical role in supporting stakeholders with reliable, actionable insights on customers, competitors, and markets. Possesses a profound knowledge of the global games market in general, and of games and their mechanics.

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RESPONSIBILITIES

- Conduct market and competitor analysis□
- Monitor market trends and proactively report potentially impactful industry developments to stakeholders
- Perform pacing and gameplay analysis. Compare game mechanics, gameplay features and monetization models
- Identify potential for new games within target audiences and apply your market expertise toward the positioning of current projects
- With the help of user tests, surveys, and focus group studies you evaluate our new games or the usability of new features and updates
- Undertake international survey projects, from conception to analysis and reporting
- Visualize research findings in a compact, conclusive, and transparent manner using standard tools such as Excel, PowerPoint, and Tableau
- Take responsibility for improving the research methodologies, tools, and processes in line with Bigpoint's strategic goals

REQUIREMENTS

- University degree in a gaming-, business-, sociology- or journalism-related field
- 5+ years' experience in the games industry, including an in-depth understanding of its structure, business models and market segments
- A keen interest in video games and extensive personal experience as a player
- Excellent cross-platform understanding of the games market, especially free-to-play
- Able to work with commonly used software like R / SPSS / Tableau to analyse large quantities of data with adequate statistical methods
- Extensive experience with standard office software (Word, Excel, PowerPoint)
- Familiar using market intelligence platforms like AppAnnie, SensorTower
- Knowledge of standardized survey methodologies, and survey tools
- Quick apprehension, excellent logical and analytical thinking
- Fluent in written and spoken English

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